



East Carolina University®

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College of Business

2013 ANNUAL REPORT & DIRECTORY OF SUPPORTERS



ON THE COVER

Pictured on front cover are Dr. Huigang Liang (management information systems), Zeke Sigler (accounting and finance 2015), and Amber Watkins (accounting 2015).



“The mission of the College of Business is to provide an environment where students, faculty, and business professionals can pursue the acquisition of applied and theoretical knowledge relevant to the operation of profit and nonprofit organizations ...”

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Learn Today.
Lead Tomorrow.

Message from the Dean



Leadership may be the latest buzzword in some business schools, but in the College of Business we have focused on building leaders for decades.

Our faculty recently adopted a new purpose statement and revised mission statement, with "Learn Today. Lead Tomorrow." as our new tagline. Essentially, we're striving to provide a learning environment that engages the leaders of today and tomorrow while expanding business knowledge and serving our communities. This mission will guide the college and also serve as a centerpiece of the AACSB accreditation process.

In light of this mission, several areas of distinction arose this year. In fall 2012, the fourth and final course in the leadership series was offered for the first time, making our entire Leadership and Professional Program complete from beginning to end.

Also on the undergraduate side, the inaugural year of our Living-Learning Community proved successful by giving freshmen business students the option of joining a unique, inclusive residential learning experience that connects classroom learning with residence life. It was such a positive experience that participants even requested to create a sophomore Living-Learning Community, which began fall 2013.

Additionally, during a time when graduate enrollment was down throughout most university programs, the College of Business graduate programs department maintained steady enrollment levels and credit-hour production across the academic year. A renewed focus on new admissions and existing students who had not registered for the upcoming terms, along with a new initiative aimed at targeting Beta Gamma Sigma inductees, were instrumental in achieving this goal.

In our College of Business Career Center, more than 2,000 resumes were reviewed in 2012-2013 along with more than 260 office visits from students to discuss career-related issues. Our Business Communication Center coached more than 2,800 students in communication skills, and more than 125 students in interviewing skills.

Throughout this issue of the annual report, I hope you enjoy reading about our many outstanding alumni, faculty, and students who help the College of Business achieve its mission. Thank you for your continued support and involvement as we teach our students and prepare them to lead. You make a difference.

Gratefully yours,
Stan Eakins
Dean, College of Business

Featured above is Brendan Bennett, BSBA, class of 2013 and MBA candidate.



Year in Review

ECU COLLEGE OF BUSINESS NAMED A TOP BUSINESS SCHOOL FOR 2013

For the sixth straight year, the East Carolina University College of Business earned top marks, ranking among the best U.S. business schools according to The Princeton Review. The New York-based education services company featured ECU in its newly released 2013 edition of "The Best 296 Business Schools."

ECU BUSINESS NAMED A TOP GRADUATE PROGRAM IN ONLINE EDUCATION

The College of Business MBA program again ranked among the best nationally in online education in a listing released in January 2013, by *U.S. News & World Report*. The online MBA program ranked 40th out of 148 graduate business programs.

MBA PROGRAM EARNS TOP MARKS FOR ONLINE EDUCATION VALUE

The College of Business earned national recognition again for its online MBA program value. GetEducated.com, a consumer group that rates online colleges in the U.S. for cost, quality, and credibility, ranked ECU as the No. 3 most affordable online AACSB-accredited MBA program in its latest national survey, released in October 2012. ECU's online MBA program has been named a Top Ranked Best Buy for the last four ranking periods.

ECU LAUNCHES BUSINESS SCHOLARS PROGRAM

A prestigious program now helps attract the most intellectually talented high school students to ECU and the College of Business.

Thanks to a joint effort between the Honors College and College of Business, the Business Scholars program targets Honors College awardees who wish to study and pursue careers in business. In addition to other benefits, Business Scholars receive a generous scholarship award of \$12,000 (distributed as \$1,500 per semester over eight semesters) beyond those scholarship monies awarded by the Honors College.

Mark and Tracy Copeland, Lynn Schubert, and Stan and Laurie Eakins generously funded the scholarships. The first Business Scholars were named in fall 2013: Sarah Elizabeth Glave, Ashley Banks Montaquila, and Rebecca Lynn Wagner.



Ashley Montaquila, Rebecca Wagner, and Sarah Glave (shown from left) are ECU's first recipients of the Business Scholars award.

KRISPY KREME CEO SPEAKS AT ECU

James Morgan, chairman, president, and chief executive officer of Krispy Kreme Doughnuts, visited ECU on Feb. 19, 2013, as part of the Cunanan Leadership Speaker Series hosted by the College of Business. More than 600 students, faculty, staff, alumni, and other community members attended Morgan's speech in Wright Auditorium, titled "Pursuing a Passion." Attendees also enjoyed 100 dozen free Krispy Kreme doughnuts as they left the event, courtesy of Krispy Kreme.

FORMER DISNEY WORLD EXECUTIVE SPEAKS AT ECU

Lee Cockerell, former executive vice president of operations for the Walt Disney World Resort, spoke at ECU on Oct. 29, 2012, as part of the Cunanan Leadership Speaker Series hosted by the College of Business. The public was invited to attend this free event, held in Wright Auditorium at ECU.

COLLEGE OF BUSINESS GIVES BACK

Thanks to collaboration among faculty, staff, and students, the College of Business devoted more effort to community service during the 2012-2013

academic year, surpassing previous years with four separate projects: the Greater Greenville CROP Walk, a blood drive for the American Red Cross, a canned food drive for the Food Bank of Central & Eastern North Carolina, and a Relay for Life fundraising walk for the American Cancer Society.

MARKETING ADVISORY BOARD DEVELOPED

Thanks to help from alumni and friends, a Marketing Advisory Board has been established to provide guidance, advice, and support for the Department of Marketing and Supply Chain Management in the College of Business. The board held its first meeting in September 2012 with 14 faculty members, and it consists of business leaders residing throughout North Carolina and the U.S.

TWO NEW COLLEGE OF BUSINESS INITIATIVES RECEIVE GRANT FUNDING

Thanks to the BB&T Leadership Enhancement Fund at ECU, two new College of Business initiatives were awarded grants for 2013: the Business Advisory Network and "Sales and Marketing Leaders on Leadership" seminars. The College's new Business Advisory Network



Drs. Tracy Tuten and Christy Ashley saw Academy Award festivities firsthand while studying how social media and celebrity influence intertwine.

initiative will build even more valuable mentor-mentee relationships among business students and alumni. The second grant will fund an event that will bring marketing leaders to campus for day-long seminars for students at ECU and other participating schools.

MARKETING PROFESSORS TRACK SOCIAL MEDIA AT OSCARS

Two ECU faculty members may not have walked the red carpet at the Academy Awards on Feb. 24, 2013, but they were on Hollywood Boulevard studying the stars as they arrived and specifically the brands presented there. Drs. Tracy Tuten and Christy Ashley (MSCM) tracked how social media dovetails with celebrity influence. And they enjoyed front-row bleacher seats outside Los Angeles' Dolby Theatre as film directors, producers, and actors walked the famous red carpet for the 85th Academy Awards ceremony.

GIBSON NAMED ASSOCIATE DEAN FOR STUDENT, FACULTY DEVELOPMENT

Dr. Shanan Gibson has been named associate dean for student and faculty development in the College of Business, replacing Dr. Margaret O'Hara, who was appointed director of e-learning for the University of North Carolina General Administration this past summer. As part of Gibson's new role, she is responsible for distance education programs, graduate programs, undergraduate programs, Career Services, and the Business Communication Center. On the

development side, she helps ensure that faculty members have the support they need to be effective and continue building their skill sets.

ECU PROFESSORS HELP 911 SYSTEM GET SMARTPHONE-SAVVY

Most North Carolinians take it for granted that dialing 911, even on a cell phone, will bring them help as needed. However, differences in technology and operating procedures across the state and nation continue to create a host of problems, from a delay in 911 services to no help arriving at all in crisis situations.

Thanks to the ongoing research of three faculty members in the ECU College of Business – Professors James Holloway, Elaine Seeman, and Jim Kleckley – state and federal entities are learning how to fund 911 initiatives and make public policy that works. The professors have gained national attention for their 911 public policy and funding ideas, commonly called the “ECU Funding Model.” On April 2, 2013, they participated in a Blue Ribbon Panel on Funding 911 with experts from around the country.

LIANG RECEIVES TEER CHAIR IN RESEARCH

Dr. Huigang Liang (MIS) received the prestigious Robert Dillard Teer Jr. Distinguished Professorship of Business in July 2012. This endowed chair appointment rewards excellence in research based on publications in premier journals, external grants, and worldwide academic

reputation. The university's first endowed chair, it was established in 1986 with a generous gift from the Robert Dillard Teer Sr. family.

ADVERTISING STUDENTS ENJOY ANNUAL FIELD TRIP TO NYC

About a dozen advertising students in the College of Business took a field trip to New York City in November 2012, now an annual event led by Dr. Tracy Tuten (MSCM). The trip helps students learn first-hand about careers in advertising as they tour national advertising agencies and hear from professionals in the field.

TUTEN LEADS NATIONAL ADVERTISING PANEL DISCUSSION

Advertising executives from the world's top ad agencies came together in July 2012 to talk about the competitive, cutthroat business of advertising, and Dr. Tracy Tuten (MSCM) led the panel discussion. The “Mad Men 2012” event took place at the Science, Business, and Industry Library in New York, one of the specialized centers of the New York Public Library.

COLLEGE OF BUSINESS TEACHING AWARDS ANNOUNCED

Dr. Elaine Seeman received the College of Business Teaching Excellence Award, and Dr. Joshua Aaron was honored with the College of Business New Faculty Teaching Award. Read more on pages 12 and 20.

KLECKLEY APPOINTED PRESIDENT OF AUBER

The national Association for University Business and Economic Research named Dr. James Kleckley president for 2012-2013. Kleckley serves as director of the Bureau of Business Research, the College of Business' applied research arm. He is also a research associate professor in the Department of Finance and teaches an MBA-level economics course. Kleckley's work focuses primarily on regional economics, and he has conducted local economic analyses since the mid-1970s as a private consultant and as a research faculty member.

PROFESSORS MAKE A DIFFERENCE TO STUDENTS

Every year at East Carolina, graduating seniors identify the faculty or staff member who made the most significant positive contribution to their education, an initiative called “It Just Takes One” that is sponsored by ECU's Office of Retention Programs and Enrollment Services. Professors and staff are given a thank-you card for each student

who acknowledged them for their passion and effort. In 2012, Dr. Jason Oliver (MSCM) was honored for ranking among the top 10 university recipients of the "It Just Takes One" cards. It's the second consecutive year a faculty member in the College of Business has earned this recognition; previously, Dr. Tracy Tuten (MSCM) was listed in the top 10.

COLLEGE OF BUSINESS FACULTY RECOGNIZED FOR EXCELLENCE

At the 2013 Founders Day Awards ceremony, Dr. Christy Ashley (MSCM) won the Robert L. Jones Alumni Associate Award for Outstanding Teaching. Nancy Ray and Tiffany Woodward were recognized for multiple years of service as Servire Society inductees.

ECU also honored assistant professor Dr. Andrew Herdman (MGMT) on April 11, 2013, with one of 10 ECU Scholar-Teacher Awards for 2012-2013. The award, one of the most prestigious offered at ECU, recognizes outstanding faculty members who effectively integrate scholarship and teaching.

STUDENTS, FACULTY WIN TOP PRIZES AT NATIONAL SMALL BUSINESS CONFERENCE

For the eighth straight year, student teams from the College of Business took home top prizes at the National Small Business Institute Conference, held Feb. 14-16, 2013, in St. Pete Beach, Florida. ECU faculty members also earned awards, including the Best Paper Award and the 2013 Homer L. Saunders Mentor Award.

On the student side, ECU's team won first place in the Undergraduate Business Plan Division for its consulting work with the city of Greenville. Another student team won second place in the Graduate Business Plan Division for its work with the Farmers Fresh Market in Martin County. In addition to the student awards, Dr. Michael Harris of the Department of Management presided over the national conference as president of the SBI, and Dr. Bill McDowell, also with the Department of Management, served as vice president for research and publications.

TWO BUSINESS STUDENTS NAMED 'ELITE PIRATES' FOR 2012-2013

Seniors DaJuan Lucas and Eric Green were two of 10 students named Elite Pirates for 2012-2013. Corey Boles, a senior biology major with a business minor, was also named an Elite Pirate. The ECU Elite Pirate program is a recognition program designed to honor top student leaders at East Carolina University while making a positive

change in the ECU community. It has three main objectives: university relations, community relations, and facilitating and implementing a social justice symposium.

NEW DIRECTOR OF DEVELOPMENT, ENGAGEMENT JOINS COLLEGE

ECU alumna Taylor B. Duck, 26, joined the College of Business this spring as the new Director of Development & Engagement. A dual hire between the College of Business and ECU Division of University Advancement, Duck will focus on small and mid-sized giving, annual fundraising, volunteer opportunities, and alumni involvement. Colin O'Connor, the college's senior major gifts officer, will continue to focus on larger accounts.

ECU ACCOUNTING STUDENT EARNS NATIONAL SCHOLARSHIP

The National Association of Black Accountants honored ECU accounting student Tiffany McNeill-Grignon of Rocky Mount, North Carolina, with a scholarship on April 27, 2013. McNeill-Grignon, who serves as president of ECU's NABA chapter, was presented the award in Raleigh by the Research Triangle Park chapter. ECU's chapter of NABA was founded in January 2012. Dr. Douglas Schneider (ACCT) serves as the group's faculty advisor.

CHRISTIAN WINS 2012 KRISTI OVERTON SCHOLAR-ATHLETE AWARD

Business student Sarah Christian, a pitcher on the ECU softball team, was named the recipient of the 2012 Kristi Overton Female Scholar-Athlete Award. The award recognizes an outstanding female student-athlete from North Carolina who has excelled as a freshman. A Greenville, North Carolina, native, Christian is just the fifth freshman in program history to record 15 victories during her rookie campaign. An intended business management major, she earned a perfect 4.0 GPA during her first semester.

MARKETING STUDENTS DEVELOP ECU ADVERTISING CAMPAIGN

Thanks to a team of four marketing students, the College of Business has a new advertising campaign that targets recent graduates and promotes the importance of giving back.

Called the "I Give Because" campaign, the project originated in Dr. Tracy Tuten's undergraduate advertising and promotion class. The College of Business Advancement Office became the "client," and students Jacki Evans,



Taylor B. Duck

Mike Doherty, Alexandra Horner, and Samantha Sweeney developed various campaign options striving to create a culture of giving among alumni who graduated 10 years ago or less (part of the millennial generation) and pitched the ideas. The selected advertising campaign features various students and their personal stories about why they give back to the College of Business.

NEW STUDENT ORGANIZATION FOCUSES ON WORLD TRADE

A student organization has been established at ECU to support students interested in international business. ECU's chapter of the North Carolina World Trade Association is affiliated with the widely known state organization that promotes the growth of international commerce between North Carolina and the world. The branch at ECU joins several across the state, including chapters at the University of North Carolina at Chapel Hill, UNC-Wilmington, and UNC-Charlotte. Dr. Elaine Seeman (MIS) is faculty advisor as well as a past president and longtime member of the local Coastal Plains Chapter of the NCWTA.

OUTSTANDING SENIORS NAMED FOR 2012-2013

Five outstanding seniors from each department in the College of Business were honored for their academic achievement during the annual Graduate Recognition Ceremony in May 2013: Alexandra Morrison (ACCT), Zachary K. Teachey (FINA), Sarah Morgan Hunter (MGMT), Carlee M. Jabin (MIS), and Chase Schaap (MSCM).



Our faculty members
are the key to delivering our
quality educational programs.

— Management faculty member Michael Harris

OUR FACULTY Honors and Awards

Josh Aaron

Department of Management

- Received the Commerce Club New Faculty Teaching Award.

Christy Ashley

Department of Marketing and Supply Chain Management

- Received the Robert L. Jones Alumni Award for Outstanding Teaching. She also received a grant from the BB&T Leadership Fund together with **Jason Rowe** (MSCM) and **Tracy Tuten** (MSCM). She also was selected by the graduating MSCM students as faculty marshal for the College of Business Spring 2013 Graduate Recognition Ceremony.

Rose Bailey

Department of Accounting

- Is a member of the AICPA Content Exam Committee and the Regulation Subcommittee. She is a nominee for the chair position of the Regulation Subcommittee. She was also a recipient of the NCACPA's 2012 Outstanding Seminar Discussion Leader Award.

Scott Below

Department of Finance

- Was elected vice-chairman of the city of Greenville Investment Advisory Council.

John Bradley

Department of Management Information Systems

- Chairs the University Due Process Committee.

Margaret Capen

Department of Marketing and Supply Chain Management

- Was selected by the graduating MBA students to serve as marshal for the Fall 2012 College of Business Graduate Recognition Ceremony and to serve as hooder for the spring 2013 ceremony.

Haozhe Chen

Department of Marketing and Supply Chain Management

- Recently named to the Reverse Logistics and Sustainability Council Board of Advisors. He also joined a global research team and completed a study titled "Trends and Strategies in Logistics and Supply Chain Management – Embracing Global Logistics Complexity to Drive Market Advantage," which was sponsored by the German Logistics Association. He also graduated from the ECU Engagement and Outreach Scholars' Academy and was named to the Servire Society for the third year in a row. Additionally, Chen was appointed to the editorial board of *Transportation Journal* and serves on four other logistics and supply chain management journals.

Cal Christian

Department of Accounting

- Received the Outstanding Professor Award from the ECU Department of Disability Support Services, presented to a faculty member who has demonstrated outstanding work and compassion for students with disabilities. He is also a member of the NCACPA Board of Directors. He was also selected as the faculty marshal for the accounting graduating students for the College of Business Spring 2013 Graduate Recognition Ceremony.

Denise Dickens

Department of Accounting

- Asked to serve again this year on Ernst & Young's "Entrepreneur of the Year" Florida Judges Panel.

Stan Eakins

Dean and Department of Finance

- Serves as vice chair of the Greenville Utilities Commission Board of Commissioners.

Shanan Gibson

Department of Management

- Elected vice president for research and publications of the Small Business Institute. She also served as conference chair-elect of the Southeast Decision Sciences Institute.

Lee Grubb

Department of Management

- Serves on the board of the Pitt County Wildlife Club, a wildlife conservation organization with several hundred local members.

Kristen Harris

Advising

- Received the Outstanding New Advisor Award.

Michael Harris

Department of Management

- Served as president of the National Small Business Institute. He also won the National Small Business Institute Homer L. Saunders Mentor Award and won the Best Empirical Paper Award at the 2013 National Small Business Institute Conference (along with co-authors **Bill McDowell** [MGMT] and **Shanan Gibson** [MGMT]) for the paper titled "The Impact of Strategic Focus and Previous Business Experience on Small Business Performance." Also, as director of the Small Business Institute, he received the following awards at the 2013 National Small Business Institute Project-of-the-Year Competition: first place, National Undergraduate Business Plan/Feasibility Division, and second place, National Graduate Business Plan/Feasibility Division. In addition, he was named the 2013 Ayden Citizen of the Year.

Oneil Harris

Department of Finance

- Selected by the graduating finance students as faculty marshal for the College of Business Fall 2012 Graduate Recognition Ceremony.

Andrew Herdman

Department of Management

- Received the Scholar-Teacher Award. He also was selected by the graduating management students as faculty marshal for the College of Business Fall 2012 Graduate Recognition Ceremony.

James Holloway

Department of Finance

- Served as chair of the ECU Faculty Hearing Committee.

Judith Hunt

Department of Management

- Selected by the graduating management students as faculty marshal for the College of Business Spring 2013 Graduate Recognition Ceremony.

Joy Karriker

Department of Management

- Serves as an ECU Faculty Senator, member of the Board of Trustees for the Oakwood School, chair of the Covenant United Methodist Church Personnel Committee and member on its Finance Committee and Church Council, and a founding member and secretary of the Roseleaf Academy Board of Directors. She is also on the Board of Directors of the Southern Management Association and serves as Onsite Conference Coordinator. One of her undergraduate student teams competing in the Glo-Bus (strategic management) simulation was ranked No. 1 in the world for four consecutive weeks during spring 2013.



Brenda Killingsworth

*Department of Management
Information Systems*

- Acts as Faculty Senate Parliamentarian.

Jon Kirchoff

*Department of Marketing and Supply
Chain Management*

- Received a junior faculty scholarship from CAPS Research and ISM for the 23rd annual North American Symposium on Purchasing and Supply Chain Management. He also received the Highly Commended Reviewer Award for review work on the *International Journal of Physical Distribution & Logistics Management*.

James Kleckley

Bureau for Business Research

- Served as the 2012-2013 president of the Association of University Business and Economic Research, the professional association of business and economic research organizations in public and private universities.

Christine Kowalczyk

*Department of Marketing and Supply
Chain Management*

- Awarded an AEF Summer Visiting Professor Position through the Advertising Education Foundation. She also received Best Conference Paper at the Marketing Public Policy Conference.

John Kros

*Department of Marketing and Supply
Chain Management*

- Finalist for the Max Ray Joyner Award for Outstanding Teaching in Distance Education. He was also chair of the Council for Supply Chain Management Professional Educators (largest logistics and supply chain organization worldwide, with more than 9,000 members) Conference in Atlanta in September 2012. Additionally, he received an Outstanding Author Contribution Award from Emerald Literati Network for the paper titled "Seasonal Influences on Electricity Demand in the Mid-Atlantic Region" in the journal *Advances in Business and Management Forecasting*.

Erica Lawrence

Department of Management

- Received a Best Faculty Paper Award for the Ethics, Social Issues, and Diversity Division at the Southern Management Association's annual conference in November 2012 for the manuscript titled "How Do Feelings of Job Insecurity Impact Employee Engagement in Unethical Behaviors" (co-authored with K. M. Kacmar).

Huigang Liang and Lucky Xue

*Department of Management
Information Systems*

- Served as co-directors of the Center for Healthcare Management Systems. Liang also served as an associate editor of *Information and Management*. Xue also was a track chair for the Business of Healthcare conference and served as an associate editor for *Communications of the AIS*.

Kenneth MacLeod

*Department of Marketing and Supply
Chain Management*

- Advises the John Paul II Catholic High School Board of Trustees in Greenville and serves as chair of the Finance Committee. He was nominated for the Board of Governors' Award for Excellence in Teaching and the Board of Governors' Distinguished Professor in Teaching Award. He also was selected by the graduating MBA students as faculty hoodler for the College of Business Fall 2012 and Spring 2013 Graduate Recognition Ceremonies.

Michelle Reisch

Department of Accounting

- Serves on the Finance Committee of the John Paul II Catholic High School.

Mark McCarthy*Department of Accounting*

- Selected by the graduating MSA students as faculty hooder for the College of Business Fall 2012 Graduate Recognition Ceremony.

Bill McDowell*Department of Management*

- Elected vice president of programs for the national Small Business Institute. He also hosted the monthly Professional Leadership Luncheon at First Pentecostal Holiness Church in Greenville, North Carolina.

Amy McMillan*Department of Management*

- Served as chair of the ECU Diversity Marketing Campaign Subcommittee.

Wanda Naylor*Department of Finance*

- Sits on the Board of Directors for an English-speaking school in Nicaragua that also offers micro loans to fund new businesses in rural Nicaragua.

Rick Niswander*Department of Accounting*

- Serves as vice-chair and chairman-elect of the Board of Examiners for the American Institute of Certified Public Accountants.

Jason Oliver*Department of Marketing and Supply Chain Management*

- Selected as one of the top 10 professors at ECU who made the most significant positive contribution to a student's education as part of ECU's "It Just Takes One" initiative. He was also a nominee for the Alumni Award for Outstanding Teaching and was nominated by the graduating MSCM students as the graduation marshal for fall 2012. Additionally, he was invited by the Office of Faculty

Excellence to present in one of the university-wide sessions. His presentation was titled, "Using the Presentation Style of Pecha Kucha to Improve Student Presentations."

Nancy Ray*Department of Finance*

- Named to the Servire Society for the fourth year in a row.

Ravi Paul*Department of Management Information Systems*

- Awarded the 2012-2013 UNC Board of Governors Award for Excellence in Teaching. He also delivered the commencement address at ECU's fall 2012 graduation ceremony and the keynote address at ECU's fall 2012 faculty convocation. Additionally, he was selected by the graduating MIS students as faculty marshal for the Fall 2012 and Spring 2013 College of Business Graduate Recognition Ceremonies.

John Reisch*Department of Accounting*

- Selected by the graduating MSA students as faculty marshal for the College of Business Fall 2012 Graduate Recognition Ceremony and faculty hooder for the spring 2013 ceremony.

Stacey Robinson*Department of Marketing and Supply Chain Management*

- Lectured at China Pharmaceutical University's International School of Business in Nanjing, China, in May 2013.

Dan Schisler*Department of Accounting*

- Serves as treasurer on the Board of Directors of the Ronald McDonald House of Eastern North Carolina.

Douglas Schneider*Department of Accounting*

- Coordinated the CPA Exam field tests at ECU in fall 2012 and spring 2013. ECU's accounting program was among only a handful of schools selected nationwide for the field test. Approximately 30 MSA students sat for the two-hour field test of prospective CPA exam questions and provided feedback to the AICPA that is used to further refine questions before use on the actual CPA exam. Also, he was recognized with a service award by the National Association of Black Accountants RTP Chapter and was selected as marshal for the graduating BSBA-accounting students during fall 2012 and the graduating MSA students during spring 2013.

Elaine Seeman*Department of Management Information Systems*

- Received the Commerce Club Teaching Award. Also, during the past year she has been teaching in the Global Understanding program, where students link with students from three other countries via video conference. She and James Holloway (FINA) were asked to serve on the Blue Ribbon Panel on 911 due to the 911 funding study that was completed for the NC 911 Board, which was codified into state law. This funding study is quoted often and is referred to as the ECU Funding Model.

Roy Simerly*Department of Management*

- Selected by the graduating MBA students as faculty hooder for the College of Business Fall 2012 Graduate Recognition Ceremony.

Bill Swart*Department of Marketing and Supply Chain Management*

- Received the ECU Academic Affairs Faculty Book Award.

Tracy Tuten*Department of Marketing and Supply Chain Management*

- Named one of top marketing professors on Twitter and one of the top marketing book authors on Twitter by *Social Media Marketing Magazine*. She is ranked No. 13 among top professors and No. 35 among top book authors. Tuten also received the ECU Graduate School Distinguished Faculty Mentor Award.

Brenda Wells*Department of Finance*

- Selected by the graduating finance students as faculty marshal for the College of Business Spring 2013 Graduate Recognition Ceremony.

James Westmoreland*Associate Dean for External Affairs*

- Named Outstanding Student Advocacy Award/Keating Award by ECU's leadership honor society, Omicron Delta Kappa.

Tiffany Woodward*Department of Management*

- Named to the Servire Society for the fourth year in a row. She was also inducted into Omicron Delta Kappa national leadership honor society.





FACULTY Highlights

DR. JOSHUA R. AARON MANAGEMENT

HOMETOWN: Lenoir City, Tennessee

FAVORITE THING ABOUT ECU STUDENTS: The students have varied experiences and perspectives, which make classroom discussion and course material application more meaningful.

CLASSES TAUGHT: Strategic management at graduate and undergraduate levels

TEACHING PHILOSOPHY: I attempt to engage the students in a classroom discussion that illustrates the material in a real-world setting through the extensive use of case studies.

Dr. Joshua Aaron, who has taught in the East Carolina University Department of Management for five years, was honored with this year's College of Business New Faculty Teaching Award.

Originally from Lenoir City, Tennessee, Aaron has stayed actively involved on the student side. In 2010-2011, he served as faculty advisor of ECU's chapter of the Society for Advancement of Management, earning recognition at the chapter, advisor, and individual student levels. ECU won second place in the 2011 chapter competition among larger schools, one of the highest national honors given by SAM to its individual chapters. In the 2011 case competition open division, which allows one or more graduate students on the student team, ECU won first place. In addition, Aaron received an Outstanding Faculty Advisor Award.

In the classroom, Aaron says his goal is to develop a collaborative learning environment based on interactive class discussions to supplement the assigned material.

"Teaching strategic management allows me to have students from all business disciplines in the last semester of their College of Business curriculum," he says. "This provides a unique learning environment for the course."

He has been instrumental in incorporating a case competition into the strategic management curriculum, partnering with Target in three of the past four academic years for the case competition. The 2010 and 2012 case competitions saw students take home \$4,000 in total prize money. In 2013, total winnings rose to \$8,000. Aaron says he's currently applying for a grant that would secure another \$8,000 for the 2014 competition.

Aaron earned his doctorate in strategic management from the University of Alabama in 2008, where he also received an MBA and bachelor's degree in accounting. He completed an audit internship with Ernst & Young's Birmingham office in 2001. From 2007-2008, he served as a visiting assistant professor at Georgia State University. His research interests include executive compensation, health care management, strategic management, and human resource management.

When he's not on campus, Aaron enjoys spending time with his family and neighborhood community. He has served as a member of the Board of Governors at Ironwood Golf and Country Club since 2011 and has been president of the board since 2012.

ACCOUNTING

Dan L. Schisler, Chair
PhD, University of Memphis

Rose L. Bailey
LLM, New York University School of Law JD, St. Mary's University School of Law

Rachel Brassine
MSA, East Carolina University

J. Cal Christian
PhD, Florida State University

Denise Dickins
PhD, Florida Atlantic University

Edwin A. Doty
PhD, University of Massachusetts

Kimberly M. Everett
MSA, East Carolina University

Rebecca Fay
PhD, Virginia Polytechnic Institute and State University

Joseph M. Hagan
PhD, Georgia State University

Malcolm H. Lathan Jr.
PhD, University of North Carolina at Chapel Hill

Mark G. McCarthy
PhD, University of South Carolina

Avita Movahead
MSA, East Carolina University

Frederick D. Niswander
Vice Chancellor for Administration and Finance
PhD, Texas A&M University

Brian A. O'Doherty
PhD, University of Florida

Dennis O'Reilly
PhD, University of South Carolina

Amanda Peterson
PhD, Rutgers University

John T. Reisch
PhD, University of South Carolina

Michele H. Reisch
MBA, Florida Atlantic University

Audrey N. Scarlata
PhD, University of Kentucky

Debra Schisler
MSA, Auburn University

Douglas K. Schneider
PhD, University of Georgia

Jan Skillen Workman
MBA, East Carolina University

FINANCE

Scott D. Below, Chair
PhD, University of Kentucky

Peter Banning
PhD, (ABD), University of Oregon

Jaclyn Beierlein
PhD, University of Utah

James F. Buck
DBA, Florida State University

Kaysia Campbell
PhD, Georgia State University

Brett Cotten
PhD, Florida State University

Stanley G. Eakins
Dean
PhD, Arizona State University

William Kurt Fickling
BA, University of South Carolina

Anne K. Fisher
Director, Professional Programs
MBA, East Carolina University

Ralph Flanary
MBA, East Carolina University

Christina Futrell
JD, Regent University

Charmaine Glegg
PhD, Florida Atlantic University

Aaron Gubin
PhD, University of Florida



FACULTY Highlights

DR. CHRISTY ASHLEY MARKETING AND SUPPLY CHAIN MANAGEMENT

HOMETOWN: Bridgeton, North Carolina

FAVORITE THING ABOUT ECU STUDENTS: They are gutsy, and they value the connections they form in and out of the classroom.

CLASSES TAUGHT: Marketing strategy, customer relationship management, consumer behavior

TEACHING PHILOSOPHY: My goal is to provide significant learning experiences that will prepare students to be active learners, critical thinkers, and more effective decision-makers.

Dr. Christy Ashley of the East Carolina University Department of Marketing and Supply Chain Management received this year's Robert L. Jones Award for Teaching Excellence – one of three teaching awards supported by alumni contributions through the East Carolina Alumni Association.

Ashley joined ECU's faculty in 2008 after teaching at Fairfield University in Connecticut, where she served as an assistant professor of marketing. At East Carolina, Ashley teaches marketing strategy, customer relationship management, and consumer behavior.

"I care a lot about preparing students for what's next," Ashley says. "I expect students to participate actively in their learning process, and I believe there is a higher return on their efforts, in terms of learning outcomes, if they take steps to make their own connections between ideas. In addition, I would like them to have the passion and skills to continue learning on their own so they are prepared to respond to future changes."

She earned her doctorate in marketing from the University of Rhode Island in 2006. She also holds an MBA from the University of Miami and a bachelor's degree in psychology from Sacred Heart University. Outside of her university-related activities, Ashley has performed market research consulting for CVS/Caremark. She also gained industry experience through marketing positions with Federated Direct, Ampex, and Enterprise Rent-A-Car.

Her research interests include customer experience management, with an emphasis on customer experiences in retail settings and the development and dissolution of consumer-brand relationships. In 2012, Ashley was honored as one of 10 recipients of the ECU Scholar-Teacher Award, which recognizes outstanding faculty members who effectively integrate scholarship and teaching.

She lives in the waterfront town of Bridgeton, North Carolina, with her husband, Jason Oliver, who also teaches in the Department of Marketing and Supply Chain Management at ECU. They have a 2-year-old daughter, Julianna, and their second child is due in late 2013.

"I have a passion for marketing, a strong curiosity, a healthy dose of self-doubt, a strong desire to keep learning, and a willingness to take risks. My research program and my teaching are 'works-in-progress' – and I suspect they always will be," Ashley says.

Oneil Harris
PhD, Florida Atlantic University

James E. Holloway
JD, University of North Carolina-
Chapel Hill

J. Bradley Karl
PhD, Florida Atlantic University

Jack E. Karns
SJD, Loyola University-Chicago
LLM, Georgetown University

James W. Kleckley
Director, Bureau of Business
Research
PhD, University of South Carolina

Wanda M. Naylor
JD, North Carolina Central
University

James Nelson
PhD, University of Arizona

Robert Prati
PhD, Florida State University

Bill Pratt
MBA, Hood College

Nancy Ray
JD, University of North Carolina-
Chapel Hill

Len Rhodes
Director of Institutional Research
MBA, East Carolina University

Frederick P. Schadler
PhD, University of South Carolina

David Silver
JD, University of North Carolina-
Chapel Hill

Dean Smith
MBA, East Carolina University

Sarah Smith
MBA, East Carolina University

Matthew Walker
MBA, East Carolina University

Mark C. Weitzel, Director
Financial Wellness Initiative
MBA, Loyola University
of Chicago

Brenda Wells
PhD, University of Georgia

MANAGEMENT

Joseph M. Tomkiewicz, Chair
PhD, Temple University

Joshua Aaron
PhD, University of Alabama

Tope Adeyemi-Bello
PhD, University of Arkansas

Kenneth Bass
DBA, Louisiana Tech University

Cody Chullen
MBA, University of Illinois

Brian N. Cooke
MBA, East Carolina University

John H. Davis
MBA, East Carolina University

Shanan G. Gibson
Associate Dean for Faculty and
Student Development
PhD, Virginia Polytechnic and
State University

Anthony D. Gribble
MBA, East Carolina University

Walter Lee Grubb III
Director, Leadership and
Professional Development
PhD, Virginia Commonwealth
University

Michael L. Harris
Director, Small Business Institute
EdD, North Carolina State
University

Joanne M. Hartsell
MBA, East Carolina University

Andrew Herdman
PhD, Virginia Polytechnic and
State University

R. Eugene Hughes
DBA, University of Kentucky-
Lexington

Judith R. Hunt
PhD, University of Tennessee-
Knoxville



FACULTY Highlights

KAREN KUS DIRECTOR OF UNDERGRADUATE PROGRAMS

HOMETOWN: Toledo, Ohio

FAVORITE THING ABOUT ECU STUDENTS: ECU students are very appreciative and respectful of faculty and staff. They are a very energetic, creative group of individuals who desire to succeed in their chosen area of interest. They enjoy helping others and are eager to please.

CLASSES TAUGHT: COAD 1000 (a seminar that assists freshmen in being successful during their first year of college and beyond)

ADVISING PHILOSOPHY: When I am advising students, I like to use the holistic approach – it isn't just about the classes. It is taking an interest in all areas of their lives: what is happening in class but also what is happening outside of class.

As an academic advisor and go-to person for students, Karen Kus has helped undergraduates for more than 13 years at East Carolina University.

Her most recent title is director of undergraduate programs in the College of Business, but most of her years at ECU have been dedicated to academic advising. Today, she advises first-year students, directs the college's undergraduate degree program operations, and oversees the advising office. She even teaches a freshman seminar course that helps guide first-year business students and prepares them for a successful transition to college life.

"I genuinely care about students as individuals and will do anything to help them succeed," Kus says. "I always try to focus on the positive in all students and work to pull out their strengths that they may not even know they have."

Before joining ECU, Kus worked at Babson College in Wellesley, Massachusetts, serving as associate dean of students. She also has a background in social work. She has a bachelor's degree in social work and master's degree in college student personnel from Bowling Green State University.

Kus moved to Greenville with her husband and two daughters to be closer to extended family. She wanted her children to know their grandparents growing up – something they couldn't do as easily up north.

Kus says she loves working in higher education.

"I believe the theory that for growth to occur, a student needs a balanced amount of challenge and support," Kus says. "Too much challenge, they give up, and too much support, they never learn to do it for themselves."

Sharon Justice
MBA, East Carolina University

Joy H. Karriker
PhD, Virginia Commonwealth University

Abby Knight
MA, University of Alabama

Ericka Lawrence
PhD, University of Alabama

Jimmie (Frank) Lee
MBA, East Carolina University

Susan Lynch-Smith
MBA, East Carolina University

Laura Madden
PhD, University of Tennessee

William McDowell
PhD, University of North Texas

Amy McMillan
DBA, Louisiana Tech University

Donald Philyaw
MBA, East Carolina University

Charles Powers
MS, North Carolina State University

L. Melita Prati
PhD, Florida State University

JoAnna Robinson
MBA, East Carolina University

Roy L. Simerly
PhD, Virginia Polytechnic Institute and State University

James O. Smith Jr.
PhD, University of Mississippi

Laura Stanley
PhD, University of Georgia

Steve Sullivan
MBA, University of Connecticut

John M. Toller
MS, University of Hartford

T. Craig Williams
PhD, North Carolina State University

Tiffany Woodward
MBA, East Carolina University

Robert Zinko
PhD, Florida State University

**MANAGEMENT
INFORMATION SYSTEMS**
Richard D. Hauser Jr., Chair
PhD, Florida State University

John H. Bradley
PhD, University of Texas–Arlington

John Drake
PhD, Auburn University

Laurie A. Eakins
MBA, Arizona State University

Kevin Fontana
MBA, East Carolina University

Pam Gray
MBA, East Carolina University

Greg Hodges
MBA, East Carolina University

John Howard
MBA, East Carolina University

Richard L. Kerns
PhD, University of Virginia

Brenda L. Killingsworth
PhD, University of South Carolina

Michael Lapke
PhD, Virginia Commonwealth University

Huigang Liang
PhD, Auburn University

Crystal Lopez
MS, East Carolina University

Tendai Ndabvonga
Assistant Director for Graduate Programs
MBA, East Carolina University

Henry Newkirk
PhD, University of Kentucky



FACULTY Highlights

DR. JASON OLIVER MARKETING AND SUPPLY CHAIN MANAGEMENT

HOMETOWN: Bridgeton, North Carolina

FAVORITE THING ABOUT ECU STUDENTS: Their determination to succeed, their sense of community, and ability to work together to get things done.

CLASSES TAUGHT: Customer relationship management, services marketing, sustainability marketing (MBA course)

TEACHING PHILOSOPHY: I have three main goals: engage students in active learning, develop student confidence, and develop student professionalism. I try to accomplish this in a fun and safe environment where students can learn from their mistakes.

East Carolina University honored Dr. Jason Oliver of the Department of Marketing and Supply Chain Management with this year's "It Just Takes One" initiative, which honors teaching and student dedication. Based on student feedback, Oliver was selected as one of the top 10 professors at ECU who made the most significant positive contribution to the students' education.

Oliver joined ECU in 2007 after receiving his doctorate from the University of Rhode Island. He teaches at the MBA level and serves as faculty advisor for ECU's chapter of the American Marketing Association.

"I stress professionalism in my classes," Oliver says. "I'm also a bit obsessive about public speaking. Effective communication skills can be a significant differentiator in the workplace, and I want our students to be the best."

Oliver has an MBA from the University of Rhode Island and a bachelor's in financial management from Clemson University. He held various positions at Fidelity Investments, one of the world's largest mutual fund and financial services groups, and uses examples in the classroom from that industry experience.

Oliver's research interests include marketing green products and services. He also researches sustainable tourism and works with ECU's Center for Sustainable Tourism.

Oliver lives in the waterfront town of Bridgeton, North Carolina, with his wife, Christy Ashley, who also teaches in the department. They have a 2-year-old daughter, Julianna, and their second child is due in late 2013.

"I love watching students succeed, and I never get tired of trying to help," Oliver says. "They make my job fun and rewarding."

James Orr
MBA, East Carolina University

Ravi Paul
PhD, Clemson University

April Reed
PhD, DePaul University

Paul S. Russell
Assistant Director for
Graduate Programs
MBA, East Carolina University

Paul Schwager
Associate Dean
PhD, Auburn University

Elaine Seeman
PhD, Indiana State University

Joanie Tyson
MBA, East Carolina University

Claudia VanSalisbury
MBA, East Carolina University

John Wall
MA, Central Michigan University

Harold Wise
MS, University of Virginia

William D. Wittman
Director, Information and
Technology Services
MBA, East Carolina University

Yajiong "Lucky" Xue
PhD, Auburn University

MARKETING AND SUPPLY CHAIN MANAGEMENT

Scott A. Dellana
Interim Chair
PhD, Missouri University of
Science and Technology

Kenneth Anselmi
PhD, University of Nebraska

Christy Ashley
PhD, University of Rhode Island

Terrence Boardman
MBA, University of Wisconsin-
Milwaukee

Charles Brown
MS, East Carolina University

Margaret M. Capen
PhD, University of South Carolina

Haozhe Chen
PhD, University of Oklahoma

Reid P. Claxton
PhD, University of Arkansas

Margy Conchar
PhD, University of Georgia

Richard Cook
PhD, Wayne State University

Susan K. DelVecchio
PhD, Virginia Polytechnic Institute
and State University

Mauro Falasca
PhD, Virginia Polytechnic Institute
and State University

Christopher Keller
PhD, Indiana University
JD, University of Chicago

Jon Kirchoff
PhD, University of Tennessee

Christine Kowalczyk
PhD, University of Memphis

John F. Kros
PhD, University of Virginia

Jane M. Lang
MBA, East Carolina University

Pat Long
Director, NC Center of
Sustainable Tourism
EdD, Western Michigan University

Kenneth R. MacLeod
PhD, University of South Carolina

Enping (Shirley) Mai
PhD, Syracuse University

Havva J. Meric
PhD, University of North Carolina-
Chapel Hill

Jason Oliver
PhD, University of Rhode Island



FACULTY Highlights

DR. ELAINE SEEMAN MANAGEMENT INFORMATION SYSTEMS

HOMETOWN: Pittsburgh, Pennsylvania

FAVORITE THING ABOUT ECU STUDENTS: Their enthusiasm for everything.

CLASSES TAUGHT: Graduate systems analysis and design, systems development and implementation, management information systems, global understanding of business

TEACHING PHILOSOPHY: My teaching philosophy derives from a pedagogical concept called “learning to be,” which is an apprenticeship model of learning that teaches students how to be a manager or accountant or in my classes a systems/business analyst.

Dr. Elaine Seeman, associate professor in the Department of Management Information Systems, is this year’s recipient of the College of Business Teaching Excellence Award.

Seeman has taught at East Carolina University for more than 12 years. She has worked with the college’s Study Abroad Program, traveling with students to places such as China, Chile, Argentina, Italy, and Australia. She also advises the student chapter of the North Carolina World Trade Association and teaches a global understanding of business course.

Seeman says her role is to serve as a resource in helping students master the material.

“I convey a comfortable, open learning environment where I act as a partner/mentor in learning rather than an expert,” she says. “Students feel free to discuss and make mistakes in my class. I love to see the ‘lights go on’ as students understand concepts.”

Seeman’s work with other faculty members has helped state and federal entities learn how to fund 911 initiatives. Their work, commonly called the “ECU Funding Model,” has gained national attention.

When not in the classroom or teaching online, Seeman enjoys sustainable building and farming. In the early 1980s, she built a passive solar house with her family. There, she grew her family’s food organically on a 14-acre homestead in Greene County. She continues to grow fruits and vegetables on a small lot in Winterville.

Seeman has a doctorate in technology management from Indiana State University, an MBA from East Carolina, and a bachelor’s in English from Indiana University. She also holds an associate degree in computer programming from Pitt Community College.

Tony Polito
PhD, University of Georgia

Tom Robbins
PhD, Pennsylvania State University

Stacey Robinson
PhD, Florida State University

Jason Rowe
PhD, University of Kentucky

Peter Seissel
MBA, University of Chicago

William Swart
PhD, Georgia Institute of Technology

Judy Wagner
PhD, Virginia Polytechnic and State University

Dave A. West
PhD, University of Rhode Island

Tina Williams
Director for Graduate Programs
MBA, East Carolina University

James E. Zemanek Jr.
PhD, Texas A&M University

PROFESSIONAL STAFF

F. John Paul “Scotty” Andrews
Director, College of Business
Career Center
MS, Columbia University

Jennifer Brezina
Communications Director
MBA, East Carolina University

Lee Brown
Assistant Director, College of Business Career Center
BSBA, East Carolina University

Travis Bulluck
Assistant Director
College of Business Advising Center
MA, East Carolina University

Amy Eason
Academic Advisor
MEd, East Carolina University

Jeff Hope
Instructional Technology Consultant
MBA, East Carolina University

Jason Jones
Instructional Technology Consultant
MBA, East Carolina University

Kristen Harris
Academic Advisor
MEd, University of North Carolina at Greensboro

Kelli Maynard Johnston
Academic Advisor
MBA, East Carolina University

Leah Katell
Research Associate
MS, University of North Carolina at Charlotte

Karen Kus
Director of Undergraduate Programs
MA, Bowling Green State University

Brad McAllister
Academic Advisor
MEd, Georgia Southern University

Richard O’Dor
Director, COB Business Communication Center
MS, University of Southern California
MA, University of Missouri-Kansas City

Barbara Patterson
BBR, Research Associate
MAP, University of Arkansas-Little Rock

James R. Westmoreland
Associate Dean for External Affairs
EdD, North Carolina State University

Kevin Williams
Academic Advisor
MBA, East Carolina University

New Faculty Highlights



The College of Business welcomes new faculty members (front row, from left) Amanda Peterson, Kimberly Luchtenberg, Christopher Furner, (back row, from left) Linda Quick, Bradley Karl, and Laura Madden.

CHRISTOPHER P. FURNER MANAGEMENT INFORMATION SYSTEMS

Christopher Furner joined the Department of Management Information Systems this fall after teaching for five years at West Texas A&M University. He earned his doctorate in 2008 from Florida State University and his MBA and undergraduate degrees from East Carolina University. As a student at ECU, Furner worked as a computer lab assistant and helped support the graduate business office with recruitment fairs.

Now an assistant professor at ECU, he will

teach MIS 6713: Delivering Business Value through Information Systems. His research interests include mobile computing issues, such as location-based privacy, mobile app stickiness, and mobile self-efficacy. Furner also studies cultural determinants of individual level information systems outcomes, such as knowledge management system effectiveness, media choice, and purchase intention in an e-commerce setting.

He says he greatly enjoys teaching and encourages hands-on, experiential learning in the classroom. Before teaching, he worked in website development with U.S. Web Construction Co.

and was a staff technician for interactive voice recognition software at ReQuest Technologies.

Originally from Earlville, New York, Furner lives in Greenville with his wife, Zhan, and daughter, Alaina.

J. BRADLEY KARL FINANCE

J. Bradley Karl has spent a lot of time living in the Sunshine State, but he's excited to join East Carolina University and the Department of Finance.

Originally from Ponte Vedra Beach, Florida, Karl earned his doctorate in May 2013 from Florida State University, concentrating in risk management and insurance. He also earned his graduate degree and undergraduate degree from Florida State University.

At ECU, Karl will primarily teach financial management and principles of risk and insurance. He says he believes his job as a professor is to help students acquire the knowledge and skill necessary to succeed both academically and professionally. He adds that he already finds his students to be smart, friendly, courteous, and extremely excited for football season.

As a student, Karl worked for Walt Disney World's Risk Management Department, Arthur J. Gallagher Risk Management Services, and the Florida Association of Insurance Agents. Much

of his research focuses on various aspects of health insurance market operations, including the influence of medical professional liability exposure, corporate governance, and government insuring programs. He is also interested in topics relating to catastrophic risk bearing.

Newly married, he lives in Greenville with his wife, Samantha.

KIMBERLY F. LUCHTENBERG FINANCE

Kimberly Luchtenberg comes to the East Carolina University Department of Finance from Old Dominion University in Norfolk, Virginia, where she earned her doctorate in business administration in spring 2013. She also earned her MBA from Old Dominion in 1997 and her undergraduate degree in mathematics from the U.S. Naval Academy in Annapolis in 1990.

Her work experience includes serving as a U.S. Navy officer from 1990 to 1995, working as a project engineer with S3 LTD, being a senior financial analyst at Newport News Shipbuilding, and working as a business manager at Northrop Grumman Newport News.

At East Carolina, she will teach financial management to undergraduate students as well as graduate students in the College of Business. She says she believes it's important to combine traditional academic sources of knowledge with more practical sources like case studies, her own experience, and current media to keep the students challenged and interested. Her research interests include corporate finance, corporate liquidity, and real estate finance.

She lives in Greenville with her husband, Joe. They have two daughters, Ashley, who is a plebe (freshman) at the U.S. Naval Academy, and Alex, who is an eighth grader. In her free time, she enjoys hiking and kayaking.

LAURA MADDEN MANAGEMENT

Laura Madden comes to the East Carolina University Department of Management from the University of Tennessee, where she earned her doctorate and served as a teaching assistant and instructor.

At East Carolina, Madden will lead two sections of strategic management. As part of

her teaching strategy, she says she strives to create an environment in which students apply and converse openly on contemporary business topics. She has implemented several innovative technological components in her course, including the Comprehensive Assessment of Team-Member Effectiveness, which provides students with feedback from their teammates throughout their semester-long project – an important form of learning that helps students graduate with more nuanced knowledge of how to work in teams.

Before teaching, Madden worked as a technical writer and editor for several government contracting firms. Her research interests include behavioral strategy topics such as psychological, social, and human capitals; compassion; positive organizational behavior and scholarship; leadership charisma; firm survival; and contingent employment arrangements.

Originally from Orinda, California, Madden has a graduate degree from James Madison University in Virginia and an undergraduate degree from Virginia Tech.

AMANDA PETERSON ACCOUNTING

Amanda Peterson comes to the East Carolina University Department of Accounting from Rutgers University, where she will complete her doctorate this December. She also holds a bachelor's degree in accounting from Old Dominion University.

At Rutgers, she taught managerial and financial accounting courses to undergraduate and graduate students, and she also taught auditing at Old Dominion. Before earning her doctorate, Peterson worked as a public accountant for KPMG in Norfolk, Virginia, for four years and has been a licensed CPA for six years. While with KPMG, she primarily audited local cities, and through this experience she developed her research interests in governmental accounting and auditing government entities.

At ECU, Peterson will primarily teach managerial accounting. In the classroom, she says her philosophy involves fostering an engaging, hands-on experience where the students get involved in order to learn. She also likes to use different teaching methods to speak to different learning styles.

Originally from Virginia Beach, Virginia, Peterson loves to be outdoors and participate in distance runs (half marathons are her favorite).



She has a miniature dachshund, Chloe, and is a huge football fan.

LINDA QUICK ACCOUNTING

Linda Quick joins the East Carolina University Department of Accounting from the University of South Carolina, where she earned her doctorate in spring 2013. Originally from Wilson, North Carolina, Quick is a Pirate at heart and earned her undergraduate and graduate degrees from East Carolina.

At ECU, Quick will teach financial accounting. She says she believes in challenging her students and that they will learn, grow, and develop to their full potential when challenged. She also believes in making material as interesting and applicable as possible to students of all majors and backgrounds, particularly in an introductory-level course.

Before teaching, she worked as an auditor for KPMG from 2005 to 2008. Her research interests include behavioral research in international accounting and auditing; issues related to the implementation of IFRS and principles-based standards in the United States; auditor litigation; auditor judgment; and decision making.

Quick lives in Greenville with her husband, Brandon, who is studying to be an emergency medical technologist. They have a golden retriever/collie mix named Ty. Her hobbies include running, hiking, and ECU sports.



MISSION

Indiana University's College of Business provides an engaging environment to the leaders of today and tomorrow while business knowledge and serving our communities. The of our mission is the integration of four critical elements: Think, Value, Communicate, Lead.

Goals:

Quality, flexible business education distinguished by value, students to assume professional and community leadership, economic outreach, development, and professional knowledge through academic, applied, and pedagogical development of talented and engaged faculty, staff, and students.

Today. Lead.



Our Students

DEGREES

College of Business degree programs prepare candidates for successful careers in business. Degree candidates evaluate how changes in the economic, legal, political, and social environments impact business strategy. The internal organization and day-to-day business operations are also thoroughly explored. Emphasis is placed on quantitative and qualitative problem-solving and decision-making techniques.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

BSBA degree candidates choose from 10 areas of concentration, which allow an intensive learning experience:

- General Business (online)
- Accounting
- Financial Services
- Managerial Finance
- Risk Management and Insurance
- Management
- Entrepreneurship and Small Business Management
- International Business
- Management Information Systems
- Marketing
- Operations/Supply Chain Management

STUDENT ORGANIZATIONS

- Alpha Kappa Psi Business Fraternity
- Association of Information Technology Professionals
- American Marketing Association
- American Society for Quality
- College of Business Peer Mentors
- Financial Management Association

- Graduate Business Association
- Institute for Supply Management
- Management Information Systems Association
- National Association of Black Accountants
- Society of Advancement of Management
- Society of Risk Management and Insurance
- Student Accounting Society

HONOR SOCIETIES

- Beta Gamma Sigma founded in 1968 (Business Honor Society)
- Beta Alpha Psi founded in 1998 (Accounting Honor Society)
- Alpha Iota Delta founded in 1987 (Decision Sciences Honor Society)
- Sigma Iota Epsilon founded in 1984 (Management Honor Society)
- Alpha Mu Alpha founded in 1980 (Marketing Honor Society)

GRADUATE PROGRAMS

The College of Business offers the master of business administration, the medical doctor/master of business administration, and the master of science in accounting graduate degrees.

Our MBA trains professionals as effective and responsible administrators in public, private, and nonprofit organizations with an emphasis on analytical, organizational, and communication skills that develop competencies across a wide spectrum of business disciplines. Our MD/MBA prepares medical students and physicians to meet the challenges of effective practice management, system efficiencies, service affordability, provider collaboration, and human resource development in the health-care industry. Our MSA trains students

for careers in professional accounting. Our students gain an in-depth knowledge of auditing, taxation, financial accounting, cost accounting, and accounting systems and are prepared to successfully complete the CPA exam in their last semester.

All of our graduate degree programs are designed for business and nonbusiness undergraduates and require no prerequisite course work or business experience for admission. More than half of our graduate business students hold undergraduate degrees from fields other than business. Each program is highly customized to the individual student based on past academic experience and performance, long-term career goals and aspirations, online or campus classes, and pace. Of our 743 MBA students for the fall 2013 semester 77 percent attended part-time and selected online classes.

We also offer 11 graduate business certificates that may be used to satisfy the elective component of the program. Certificates require course work from the College of Business or other departments that allow students to obtain a fundamental knowledge base in an area that pertains to their chosen career path. Available certificates are as follows:

- Development and Environmental Planning
- Finance
- Health-Care Management
- Hospitality Management
- International Management
- Management Information Systems
- Marketing
- Security Studies
- Sports Management
- Supply Chain Management
- Tax

“Your generosity will help relieve the financial stress of attending graduate school, so that I may focus on my upcoming year’s courses and CPA preparation. As I continue through my accounting career, I will not forget the help that I have received, and I hope to one day pass this generosity on to future generations of accountants.”

— John Irvin

Recipient of the Ernst & Young Accounting Scholarship
Donors: Ernst & Young, PLLC



Student Highlights



TERRESA DENT

HOMETOWN: Gates County, North Carolina

DEGREE: MSA

YEAR: First year

GPA: 3.89 (undergrad)

Now a first-year MSA student, Terresa Dent made a name for herself as an undergraduate accounting student at East Carolina University.

She has earned numerous scholarships through her academic tenure, all while volunteering at the Boys & Girls Club, serving as a peer tutor at the Pirate Tutoring Center, and maintaining work at two campus jobs: one with ECU Campus

Living and the other with the Center for Survey Research and Development. On average, she works 12 hours a week.

Collaborating with two other students, Dent also founded ECU's chapter of the National Association of Black Accountants in 2012.

Through that experience she helped gain recognition as a student organization at East Carolina, elect an executive board, and recruit Dr. Douglas Schneider (also one of her favorite professors and mentors) to serve as the group's faculty advisor.

"From the dean down to the janitors, it's the people who make the ECU College of Business a special place," says Dent, who grew up in Gates County in northeastern North Carolina. "These individuals all work together to provide us with the necessary resources to be sure that we are prepared and ready for the real world. The College of Business also rewards students who work hard in and out of the classroom, such as providing annual scholarships. I was blessed and fortunate to receive various scholarships for my undergrad and graduate career that have helped me tremendously. Through my accomplishments, it is evident that God has placed the right people in my path at East Carolina University."

Dent says she encourages students to step outside of their comfort zone to achieve their goals. "You will never know how strong you are and what you are capable of until you try," she says.

Highlights

SARAH MORGAN HUNTER

HOMETOWN: Henderson, North Carolina

DEGREE: MBA

YEAR: First year

GPA: 3.8 (undergrad)

It's safe to say that first-year MBA student Sarah Morgan Hunter likes to get involved and lead the way.

As an undergraduate management student in the College of Business, Hunter actively participated in numerous organizations – including service with the ECU Ambassadors, the official student representatives of ECU's campus. She also joined university chapters of the Society for Advancement of Management, Student Accounting Society, and Intervarsity Christian Fellowship. While maintaining a 3.8 undergrad GPA, she regularly volunteered at various assisted-living and senior-living communities, saying the residents' faces, comments, and laughter always brighten her day.

Just as impressive, Hunter spearheaded the college's first-ever canned food drive last fall to benefit the Food Bank of Central & Eastern North Carolina. Thanks to her leadership and coordination, the college collected more than 2,440 pounds of canned goods and \$300 for turkeys one week before Thanksgiving, surpassing her goal of 1,000 pounds. Her efforts were in participation with the Pitt County Young Professionals community-wide food drive.



As an MBA student, Hunter says she plans to stay involved and keep on leading.

"The College of Business faculty and staff are extremely supportive and will do anything to help you succeed, both inside and outside the classroom," says Hunter, who's from Henderson, North Carolina. "Through my studies and student involvement, I have learned a lot about myself, how to effectively work with many

different types of people, lead groups, and how to turn ideas into reality – and that's what a well-rounded education is all about."

Hunter says she's excited about furthering her management education and plans to specialize in health-care administration/management through the MBA program. Although her exact career path is still uncertain, she intends to devote her future to serving the elderly.

Student Highlights



NASSER NAHSHAL

HOMETOWN: Taiz, Yemen

DEGREE: BSBA, Management Information Systems

YEAR: Senior

GPA: 3.806

Born in Yemen, Nasser Nahshal arrived in the United States with his family when he was 9 years old. He was placed in fourth grade but had no prior education and says he struggled to learn English during his first few years.

But Nahshal was motivated to become the first high school and college graduate in his immediate family, and he pushed on.

Today, Nahshal has almost reached his goal: He graduated from Rocky Mount (North Carolina) High School several years ago and is now a senior management information systems student with a 3.8 GPA. He lives in Greenville with his wife and two daughters, who are both under 2 years old.

He also works as a business analyst intern at ECU's Information Technology and Computing Services office between 15 to 25 hours each week. On the extracurricular side, he serves as vice president of promotions and social media for ECU's student chapter of the Association of Information Technology Professionals. He ultimately hopes to gain more experience as a business/systems technology specialist before earning his MBA, likely at East Carolina.

"The ECU College of Business is unique and special in and of itself," Nahshal says. "I think one of the most important aspects is the Leadership and Professional Development program. The fact that we have programs to teach ethics, professional etiquette, writing skills, teamwork, and leadership is something sometimes unheard of in business. I can testify that I have benefited from every single class at the College of Business. The benefits are numerous and will infinitely help me after graduation. ECU has helped me grow not just as a student, but also as a determined future business leader."

Highlights

TIMOTHY SCHWAN

HOMETOWN: Hampstead, North Carolina

DEGREE: BSBA, Finance

YEAR: Senior

GPA: 3.9

As the president of ECU's Student Government Association, senior finance student Timothy Schwan of Hampstead, North Carolina, is eager to get to work.

This year, he plans to unite the voices of the SGA and greater student body. His campaign slogan – Bridging the Gap – was inspired by this vision. One of Schwan's goals was to hold regular meetings between his executive cabinet and a council of various campus representatives. He says he'll also work on increasing SGA transparency and strengthening communication channels. Information about what the SGA does, such as how student fees are spent, will be posted online, he says. The student body president manages a \$500,000 budget that helps provide services to students, including \$100,000 that is allocated to campus organizations.

Other priorities include increased safety for students living off campus, bringing back the senior gift tradition, more collaboration between the SGA and ECU Athletics, and engaging students of all ages to be active on campus. He also serves as an ex-officio member of the East Carolina University Board of Trustees.



Even before becoming student body president, Schwan was an active leader on campus. He received the Walter and Marie Williams Leadership Scholarship and is a member of the Jarvis Leadership Program, Phi Kappa Tau Fraternity, and ECU Debate Team. He also served as an ECU Ambassador and worked with the ECU Interfraternity Council and Police Athletic League as a volunteer – all while maintaining a 3.9 GPA.

"I believe the student body president must be open to new ideas and be in touch with issues that are affecting students," Schwan says. "I'm extremely excited and honored to be the new SGA president, and I really look forward to working with all the students and making ECU the best it can be."



2013–2014 Awards for Scholarships

Gourley Scholarship
Danielle Todaro, FINA

Accounting Faculty Scholarship
Alexandra Morrison, ACCT
Teresa Dent, ACCT
Keturah Mayberry, ACCT/MGMT

CapTrust Access Scholarship
Tyrice Lassiter, MIS

The Benton Family Access Scholarship
June Conlin, MGMT

VantageSouth Bank Access Scholarship
Nasser Nashal, MIS

The Howard & Virginia Brown Scholarship
Christopher Lambert, MSCM

Eakins Scholarship
Marisa Jackson, MIS

Dixon Hughes Goodman Scholarship
Keturah Mayberry, ACCT/MGMT

Jon Strickland Family Scholarship
Robert Nelson, ACCT/FINA

The F. Jay Haskin Family Scholarship
Nolan Wiltshire, MGMT

The Richard and Jane Worsley Accounting Scholarship
Teresa Dent, ACCT

W. Kel Normann Scholarship
Madison Gardner, MIS

Ward Accounting Scholarship
Eric Graham, ACCT

Bette and Charles McGimsey Accounting Scholarship
Hallie Davison, ACCT

Danny R. Scott Scholarship
Emilio Santiago, MIS

Benny Ward Scholarship
Jonathan Rorech, MBA

Ward/Thompson Scholarship
Brendan Kennedy, MGMT

Archie R. Burnette Scholarship
Caremon Bochman, FINA/MGMT
Michael Frederico, FINA

Copeland Family Accounting Scholarship
Brian Phillips, MSA

NCPRIMA Scholarship
Jordan Evans, FINA

The Corinne Manning Heath Scholarship
Linsey Sing, MSCM

The Margery W. & Roy Pearce Scholarship
Wendy Stroud, MSCM

Kevin and Lori Coates Shannon Scholarship
Hugo Garcia, FINA

David and B. J. Fisher Business Scholarship
Rachel Wells, MGMT & MSCM

Donald L. and Barbara Hatch Scholarship
Elizabeth Batchelor, MSCM

Elizabeth A. and Kenneth Schneider Accounting Scholarship
Cabot Hunt, ACCT

Ernst & Young Accounting Scholarship
John Irvin, MSA
John Pike, ACCT

Grady and Martha Davis Scholarship
Adam Bordeaux, MGMT/MSCM

McGladrey & Pullen Alumni Scholarship
James Reisen, MSA
Joseph Rudolph, MSA

Hal S. Johnson Scholarship
Timothy Schwan, FINA

Louis F. Craig Memorial Scholarship
Gayla Mann, MGMT

Raymond & Martha Jones Scholarship
Corey Hodge, MSCM

William F. West Memorial Scholarship
Brittany Coleman, MIS

Benjamin Lane Abbott Scholarship
Jing Li, ACCT

Coastal Plains Chapter of NCACPA Scholarship
Joy Holleman, MSA

Commerce Club Scholarship
Nicholas Edwards, MSCM
Kayla Larsen, MGMT

Connally Branch Scholarship
Alyssa Conlon, FINA

Edward Jones Scholarship
Tia Taylor, FINA
Dayvee Daniels, IDIS

Emma Morris Scholarship
Erica Lee, MGMT

Hickman Family Scholarship
Neil Krajewski, FINA



Independent Insurance Agents of NC Scholarship
Ezekiel Bell, FINA
Broderick Sanders, FINA
Tyler Surles, FINA

James E. and Deborah L. Hooper Scholarship
Briel Teague, ACCT

James W. and Anne H. Nordan Scholarship
Anthony Interdonato, MSCM

Judi Marvel Scholarship
Sandra Plisko, MIS

Latney W. Pittard Memorial Scholarship
Margaret Rogers, MSA

Mandy Kelly Beta Alpha Psi Scholarship
Taylor Gleason, ACCT

Margaret C. Phthisic Memorial Scholarship
Taylor Woolard, MGMT

McGladrey & Pullen Accounting Scholarship
Robert Johnson, MSA

Michael & Rose O'Hara Scholarship
Christina Drake, MIS
Juliana Nleya, Gen. Bus.

Michael L. Bunting Scholarship
Joseph Kissinger, MGMT

MSA Tax Scholarship
Lei Xu, MSA

NC Board of Examiners Scholarship
Oneisha Conley Soodeen, MSA

NCACPA Scholarship
Allison Johnson, ACCT
Kseniya Shakotko, MSA





Outstanding Seniors

- Alexandra Patricia Morrison, Accounting
- Zachary Teachey, Finance
- Sarah Hunter Morgan, Management
- Carlee Marie Jabin, Management Information Systems
- Chase Schaap, Marketing and Supply Chain Management

Awards

- Walter Allen Howard Award
Theresa Decosta
- Outstanding Graduate Business Student Award
Jared Achven
- Donald B. Boldt International Excellence Award
Zijuan Zhuge

PNC Bank Scholarship
Cameron Gombatz, ACCT
Jason Workman, MSCM

Rhodes Scholarship
Kyle Kwiatkowski, ACCT

Schwager Scholarship
Allison Zaucha, MGMT

Scott Jack Benrube Scholarship
Andrew Hamel, MGMT/FINA

Student Accounting Society Scholarship
Lisa Nelson, ACCT

Viaticus Scholarship
Adam Tucker, MGMT

William H. and Lisa D. Shreve Scholarship
Allison Hudson, ACCT

Management Information Systems Scholarship
Miranda Rogers, MIS

Accounting Faculty Meritorious Student Award
Olivia Richardson, ACCT

Audrey J. Smith Scholarship
Zachary Bass, FINA

Frank Booth Memorial Scholarship
Ieisha Carter, ACCT

Gwen Potter Scholarship
Joanna Andrews, ACCT

Gary Warren Scholarship
Barton Moon, MBA

J. Fred Hamblen Scholarship
Kathleen Tcherkezian, MGMT

Andrew J. Pappas Memorial Scholarship
Kylie Moss, MSCM

Anna Francis and Philip A. Jukoski Scholarship
Kimberly Conklin, MGMT

James L. and Ann T. Bichsel Scholarship
Kimberly Moreno, FINA

Pitt-Greenville Board of Realtors Scholarship
Jonathan McMahon, FINA
Christopher Sherrod, FINA



UBE Business Scholarship
Brooke Baker, ACCT
Landon Balint, MSCM

Conley Marketing Scholarship
Dillon Mooney, MSCM
Rebecca Worcester, MSCM

Accounting Department Book Scholarship
Jeremiah Tate, MSA
Mark Hatcher, ACCT
Nicholas Vogel, ACCT
Summer Wert, ACCT

Commerce Club Book Scholarship
Brendan Bennett, MGMT
Bernard Boateng, MIS
Georgia Drum, MSA
Jessica Landis, MGMT
Rosalie Mackiewicz, MSCM & FINA
Andrew Ritchey, MBA
Brendan Schachle, MSCM
Mailin Seipp, MBA
Christopher Soto, MSA
Randy West, FINA

Associated Brokers
Keira Harris, FINA

Credit Professionals International Scholarship
Sarah Christian, MGMT

First American Savings Bank Scholarship
Kelsey Swiney, MSCM

Institute of Management Accountants Scholarship
Cody Chrismon, ACCT

“Thank you again for your generosity. Attending East Carolina University has been a true privilege and an extraordinary experience that I will appreciate for the rest of my life. Your support will go a long way in helping me achieve my educational and career goals.”

— Lindsey Sing

Recipient of the Corrine Manning Heath Scholarship
Donors: Linwood and Deanie Heath and Ellen and Cam Dudley





Beta Gamma Sigma



Beta Gamma Sigma

Founded in 1913, Beta Gamma Sigma is the national honor society for collegiate schools of business. Chapters may be chartered only with programs accredited by the Association to Advance Collegiate Schools of Business.

Membership in Beta Gamma Sigma is the highest national recognition a student of business can receive in an undergraduate or master's program at a school accredited by the AACSB. Of the 1,600

institutions with degree programs in business, only 504 are accredited by the AACSB with 408 having active chapters of Beta Gamma Sigma. To be eligible for membership, a student must rank in the top of his or her class.

The Gamma Chapter at ECU is proud to have been inducting academically superior undergraduate students since 1967. The master of business administration program has been accredited and has been honoring graduate-level students since 1976.

Honor Society



2012–2013 Beta Gamma Sigma Inductees

JUNIORS

Brooke L. Baker
Brendan D. Bennett
Travis S. Blount
Connor N. Brokenshire
Tyler C. Chambers
Cody W. Chrismon
Charles T. Coggins
Joshua M. Cruce
Kurt Davidson
Matthew S. Davis
Allison D. Dease
Alex M. Eaton
Nicholas C. Edwards
Austin B. Faulkner
Tyler W. Florio
Michael A. Frederico
William D. Gann
Hugo Garcia
Madison L. Gardner
Cameron K. Gombatz
Brandy N. Grady
Eric G. Graham
Kayla B. Grant
Anthony S. Greco
William C. Griffin
Boone R. Hobbs
Corey A. Hodge
Paul Jameson
Henry P. Johnson
Aaron G. Keener

Sandra L. Keener
Kayla M. Larsen
Michael Lewis
Michael S. L'Hommedieu
Joshua A. Ludwig
Anamarie Lugo
Gayla Mann
Robert G. Nelson
Chrissie A. Parsons
Patricia L. Peebles
Justin Riggs
Timothy Schwan
Andrea Sniffen
Sarah L. Szela
Jordan E. Tamson
Trent H. Tignor
Danielle A. Todaro
Peter S. Torlak
Serghei Trofimov
Joseph W. Vira
Neena P. Wanko
Kathryn A. Warner
Rachel M. Wells
Summer Wert
Kara E. Wilson
Fanny Wolte
Sarah E. Wright
Ye Zhao

SENIORS

Farbod M. Atai
Jeffrey M. Bailey
Jessica L. Balazsi
John W. Baldwin
James A. Benson
Christine E. Boise
Kristina Y. Boycheva
Shannon E. Brown
Patrick D. Bryan
Tiffany M. Butcher
Francis A. Campione
Carolyn A. Carlile
Ieisha L. Carter
Lynn M. Couturier
Lisa M. Coyle
Alicia M. Danehower
Ulyses R. Davenport
Thomas J. Demattia
Daniel G. Gallagher
Dorothy M. Geoghegan
Danielle E. Holland
Cabot C. Hunt
Erica J. Lee
Jing Li
Cicely A. Lopez
Lauren G. Massengill
Brittini T. McShea
Christopher A. Moody
John J. Murtha
Nasser A. Nahshal

Jennifer C. Newton
Doreen A. Paul
Mark C. Perew
John D. Pike
Jonathan E. Pinsky
Brian H. Pugh
Nicole C. Ricciardi
Rhett M. Russ
Chase R. Schaap
James M. Shuler
Vondella K. Smith
Craig Terrell
Allison P. von Peterffy
Austen G. Webber
Kailyn R. White
Laura H. Wickline

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Christine E. Collum
George W. Crowl
Mary M. Cunningham
Theresa M. DeCosta
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Carter J. Gagnon
Stephanie A. Grossman
Emily C. Hass
Robert M. Holmes
Ryan C. Hucks
Christopher D. Jones

Mallory B. Jones
J. M. Kelsey
Doyeon Kim
Westley T. King
Christian M. Lane
Anna E. Laney
Cecilia Wai Man Li
Jeffrey A. Livengood
Alex F. Llerena
Timothy J. Miller
Aaron W. Ordan
Donald B. Philyaw
Brittany N. Powell
Mack D. Pridgen
Robert Pusanik
Carson G. Sasser
Lauren R. Stout
Christopher Wheeler

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- Tiffany Butcher, Student Vice President
- Dr. Rebecca Fay, Treasurer
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- Dr. Joy Karriker, Past President



Alumni Highlights



DAMON DESUE (ACCT '93)

Damon DeSue lives and breathes accounting. If you have any doubt, just look at his car's personalized license plate, which reads DB & CR (for debits and credits.)

Unlike many accountants who often fall into their profession by accident, DeSue says at age 12 he knew he was destined to become a CPA. His love of numbers and problem-solving made it the perfect fit, and he was hooked after a career fair presentation.

Today, DeSue has a tax accountant's dream job: He serves as the income tax director for Dollar Tree, the Chesapeake, Virginia-based Fortune 500 company that sells every item for \$1 or less. He's responsible for federal and state tax compliance, the reporting aspect of tax provisions on financial statements, and all audit activity, which includes visits from auditors who want to make sure the company is in compliance. Since Dollar Tree has almost 4,600 stores in every state except Hawaii and Alaska, that's no small task.

DeSue is used to challenges, though. He grew up in a military family, living all over the country before completing high school in Virginia Beach.

"My dad was in the Navy for 23 years and retired as a lieutenant commander. He is a hard-working, no-nonsense kind of guy and taught us very early to go after things and be passionate about the things you want to do," DeSue says. "That message resonated with me and got me to where I am today."

An accomplished sprinter, DeSue earned a track scholarship to East Carolina University in 1989, where he ran everything from 55-meter events up to 400-meter events throughout his four years. He says his solid business background coupled with the discipline of ECU athletics gave him a great foundation.

"I encourage everyone to participate in a sport at the college level if there's ever the opportunity," he says. "It makes you part of something, and it draws you more into the culture and atmosphere. The structure mirrors what you'll experience in the workplace, too, since you have to be at practice at a certain time, show commitment, interact with people, and work toward goals."

DeSue says he enjoyed his time in the College of Business, and he still keeps up with mentors like Dr. Douglas Schneider, who was particularly helpful when it came time for DeSue to pursue graduate school. After ECU, DeSue earned his master of accountancy with an emphasis in taxation from the University of Georgia, along with his CPA designation.

Before joining Dollar Tree in 2006, DeSue worked in public accounting for 10 years – first with KPMG and then with Cherry Bekaert.

After meeting his wife, Laura, they decided to settle back in Virginia Beach and raise a family. Today, they have three children: Candice, Tyler, and Lexi. DeSue says he has encouraged each of his children to pursue sports, especially since running track proved to be such a valuable life experience for him.

His "competition creates greatness" mantra seems to be sticking: Candice, 20, plays varsity soccer at the University of Tampa. Tyler, 13, plays middle school football, and Lexi enjoys sports, too, even at age 8. Lexi is also in remission from a battle with pediatric cancer, a challenge no family ever dreams of facing. But thanks to aggressive treatments from good doctors in the area and lots of family support, Lexi has been cancer-free for five years.

DeSue says he's thankful every day for the inspiration his family gives him and for realizing so



many professional and personal dreams. He says it's also important to give back, and he has been active in a number of organizations, including the Virginia Society of CPAs where he served as chairman of the board from 2011-2012.

"I'm a true believer in ECU and the education that it provides," DeSue says. "For me, it was a good foundation, and it helped catapult my accounting career. East Carolina gave me a base that I've been able to use and reference over the years. The school's not too big, but it's big enough to give students a thorough education while providing an individualized experience. I love being a Pirate."

Highlights



M. SCOTT DIGGS (FINA '89)

M. Scott Diggs may have studied finance and computer science at East Carolina University, but it's his entrepreneurial spirit that has played a major role throughout his successful career.

In 1993, just four years after graduating from ECU, Diggs became the first partner to join Lanier Parking, now the largest provider of parking and related transportation services in the Southeast. Back then, Lanier was based solely in Atlanta. Diggs was brought on board to help expand the company, and he founded Lanier Parking Solutions of the Carolinas and Virginia. Today, he serves as president of the Carolinas and Virginia branch, and he's executive vice

president for the parent company, Lanier Parking Solutions.

Diggs says when he started the business, he worked with his wife in a room above their garage to launch the company. Today, his business manages commercial parking facilities in 52 operating cities – 450 locations under management in all with nearly 2,000 employees – from Virginia down to Miami. Diggs is based in Wrightsville Beach, North Carolina, where he lives with his wife, Linda (interior design '89), and two high school-aged sons, Austin and Miller.

Throughout his career, Diggs has developed, consulted, and implemented parking solutions for real estate organizations nationwide including CB Richard Ellis, Jones Lang LaSalle, the Harbor

Group, Transwestern, Parkway Properties, and for major parking operations such as the city of Roanoke, city of Richmond, the James Center in Richmond, Virginia, the Dominion Tower in Norfolk, Virginia, the BB&T Tower in Jacksonville, Florida, the Verizon Wireless Amphitheatre in Charlotte, North Carolina, the SunTrust Tower & Miami Center in Miami, Florida, and the Orlando Magic Amway Arena in Orlando, Florida.

Much of Diggs' success derives from developing innovative solutions to problems. This approach also extends to his personal life. Ten years ago Diggs felt as if he was on the road too much, spending precious time away from his young family when he traveled for business. His solution? Learn how to fly an airplane. Diggs earned his pilot's license and instrument rating to be able to travel more freely. Now instead of being on the road all week, he can take a day trip. He says his favorite route is to fly from Wilmington to Miami, since it's a coastline flight – and he says it's spectacular, especially for a beach dweller like himself. He enjoys fishing and kite surfing when he's not working.

Diggs says the College of Business, especially his senior-level financial analysis courses, helped prepare him from a financial perspective.

"I remember learning more than just formulas and vocabulary terms; in the College of Business, we applied our knowledge to real-world scenarios. It was a very good foundation. And today, the college is doing even more to prepare leaders," he said.

At ECU, Diggs was active in fraternity life, joining Sigma Phi Epsilon his freshman year. He credits the fraternity with helping him establish lifelong friendships, and he still returns to campus for fraternity events and football games. He's also thankful to his fraternity for matching him with his wife on Valentine's Day in 1989 at a "stranger mixer," a party filled with blind dates prearranged by other fraternity brothers.

He encourages students to learn all they can in the classroom but also get out and experience the real world whenever they can.

"Try to focus on your specialty as soon as you can," Diggs says. "School gives you a good foundation, but it's up to you to get as much real-world application surrounding your education. Get an internship and/or study abroad during the summers to gain experience and help relate the classroom to the real world. Connect to others, and get a feel for what's it's really like compared to what you're learning in textbooks. Apply what you're doing in school prior to graduating. You'll be glad you did."

KIRK (MGMT '82) AND DASHA (ART '81) LITTLE

Kirk and Dasha Little became college sweethearts at East Carolina University, so they say it's only natural that their four children attend ECU and continue the Pirate legacy.

Their oldest son, Forrest, graduated in 2009 with a degree in communication; their daughter, Meredith, graduated in 2012 with a bachelor's degree in accounting and is at William & Mary pursuing her master of accounting; and their younger sons, Robert and Raleigh, are business students at East Carolina.

"Since 2004, we have been paying out-of-state tuition for at least one child, so every time I see the chancellor, I jokingly ask him about giving us a group discount rate," Kirk says.

Now living in Chesapeake, Virginia, Kirk and Dasha got married while they were students at ECU. Today they're more than partners in marriage – they're also partners in business. In 2002, they formed Apogee Solutions, a woman-owned small business with a focus on supporting military allied health (primarily Wounded Warrior programs for the Marine Corps); technology integration (Air Force military satellite communications); and operations, training, and logistics (providing the training for Army combat service support functions).

Dasha serves as president and CEO while Kirk functions as vice president and COO. In just 10 years, their business has grown from one full-time employee and a budget of \$155,000 to 168 employees and annual revenue of more than \$13.8 million.

The business combines the best of Kirk and Dasha's strengths – Dasha worked as a vocational rehabilitation counselor in private practice for more than 20 years before starting Apogee Solutions, and Kirk brings a military background. He was commissioned into the Air Force when he graduated in 1982, serving as a space operations officer with assignments in Nebraska, Turkey, Colorado, Rhode Island, and Virginia. He retired early from the military in 1998 to settle down and be close to family.

The government contracting business isn't easy, but the Littles say it's important to be daring and take risks to succeed.

"I'm not talking about being reckless, but in taking calculated risks to achieve greater objectives," Kirk said. "If you want to move ahead, you have to be disruptive – not like a bull in a china shop, but creatively disruptive.



Columbus didn't get to the New World by hugging the coastline of Europe. He got here because he took a risk."

Kirk and Dasha went on to earn graduate degrees while Kirk was in the military. Kirk earned a master's in human resource management from Chapman College in California and a master's in national security and strategic studies from the Naval War College in Rhode Island. Dasha earned her graduate degree in counseling from the University of Nebraska in Omaha.

The Littles recently celebrated their 32nd wedding anniversary. They say they're forever grateful for Kirk's roommate, Al Patrick (MKTG '81), who introduced them after a meeting in Mendenhall.

In addition to public service at the state and national level, Kirk remains active at ECU.

He serves on the East Carolina Greek Alumni Alliance, which he helped establish in 2006 to advocate for issues affecting fraternity and sorority members at East Carolina, as well as the college's Business Advisory Council. He also serves on ECU's National Leadership Advisory Council and was a 2012 inductee into East Carolina's Distinguished Military Service Society.

"ECU is very fortunate to have a College of Business that embraces its mission and vision the way our faculty does," Kirk says. "Every time I meet with faculty members, I am just in awe of their enthusiasm for their subject and the passion they have for sharing that knowledge with their students. The College of Business is focused not on preparing students for their first job, but rather for a career in the business world."



J. FIELDING MILLER (MGMT '84)

In 2013, East Carolina University honored J. Fielding Miller (MKTG '84) with the Outstanding Alumni Award, one of the most prestigious offered by the university.

As co-founder and CEO of Raleigh-based CapTrust Financial Advisors, Miller is credited with setting the company on course to become the nation's largest independent retirement advisory firm. From start up in 1998, CapTrust has grown to 20 offices throughout the U.S. and advises more than 1,400 corporations, universities, government agencies, and other institutions on their employee retirement programs.

The firm has 270 employees and recently surpassed the \$100 billion mark for client assets. While Miller has been recognized in the financial services industry as a visionary and pioneer, he is quick to direct credit to his college experience at East Carolina.

Miller has remained active with East Carolina with his time and financial support – including his involvement on the ECU Board of Trustees, the ECU Foundation Board of Directors, and the ECU Business Advisory Council. In 2011, he and his wife, Kim ('83), established several Access Scholarships to support academically gifted students with financial need.

Miller enjoys being an advocate and promoter of East Carolina to high school students when they are making their college selections. After all, ECU is where he discovered and fine-tuned his own entrepreneurial spirit. He says working at *The East Carolinian* was his most memorable experience at ECU. It revealed his passion for business.

Miller says he was hired as the business manager. But a few months later when the editor-in-chief didn't return for the spring semester, Miller applied for the job. He presented a business plan to the University Media Board that proposed a new leadership construct with a business-minded

person leading the paper instead of an editor.

"The proposal was to apply basic business strategies to run the paper and turn it into a profit center for the university – primarily through ramping up the advertising sales and revenue," he says. They approved his plan, and he was named general manager.

"This was an exciting role because it was a brand new role and involved so many diverse activities and responsibilities," he says. "I knew I was in way over my head when I found myself responsible for hiring and managing several student employees, full-time state employees, and negotiating substantial business contracts for the paper's printing, delivery, supplies, and more. In the end, we were able to convert the paper into a profit center, whereas it had previously relied on student activity fees for its existence."

Working at the newspaper also created the opportunity for his first date with the student who would become his wife. Miller says he had been turned down by this beautiful girl on campus, and then one day she called asking for a favor. She had been selected for the homecoming court and needed to submit her application and photograph by the next morning. She assumed he could get her in touch with a photographer at the paper, and he did. This encounter led to their first date, and they recently celebrated their 28th wedding anniversary with two daughters, Cameron, 26, and Lauren, 23.

Miller expressed gratitude for several friends and university leaders who helped him while on campus, especially Rudy Alexander, who was ECU's associate dean of student activities and director of student unions from 1962 to 1995. "Rudy was extremely helpful to me as I was trying to navigate my new role. He was very patient with me as I bumbled along – a valuable mentor when I needed one most," Miller says.

He offers the following advice to students: "In business, everyone is smart, so your success will be more about your EQ (emotional intelligence) than your IQ and your HPW (hours per week) than your GPA. And be sure to stay in touch with your friends. You can really help each other as you build your professional network and reputation."





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- make ECU affordable for all students.

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FROM THE ADVANCEMENT OFFICE

This year, I'm pleased to welcome a new member to the College of Business advancement team.

ECU alum Taylor B. Duck joined us as director of development and engagement this spring, and we're delighted to have her expertise and enthusiasm. In her new role, Taylor will focus on small and midsize giving, annual fundraising, volunteer opportunities, and ways for alumni and friends to get even more involved.

As always, Jim Westmoreland continues to serve as our associate dean for external affairs, making the high-touch, personal connections with our College of Business alumni and friends. I know Jim loves nothing more than connecting people through ECU who can help each other, partner together, and make a difference. Many of you know Jim personally and can attest to his exceptional level of commitment.

I'm pleased to continue focusing on major gifts that support the larger areas of need in the College of Business. I invite you to read through our college's top philanthropic priorities outlined on page 53, which I developed in tandem with the dean. If you'd like additional information on any of these areas, please feel free to contact me any time.

More students are enrolled in the ECU College of Business than in any other business school in the state, and with that comes great responsibility. From student and faculty support to technology, your support makes a difference to our students — the future leaders of our communities.

We have much to be proud of in the College of Business. Thank you for your continued support and involvement.

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Director of Academic Leadership Programs Philanthropy
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Philanthropic Priorities

STUDENT AND FACULTY SUPPORT

On the student side, scholarships remain a vital way for us to recruit and retain the best and brightest students. We're also seeking support for student study abroad opportunities, enrichment tied to our new Living-Learning Community, student travel funds for field trips, and a new commemorative coin to help remind students of their bond to ECU and encourage them to give back, too. Faculty are also critical to our success. We're seeking to establish distinguished professorships as well as faculty fellowships to provide salary supplements, teaching support, and research funding.

CURRICULUM DEVELOPMENT

When it comes to our curriculum, there are many opportunities for students that we hope will take flight with additional support. The cost of the first year of our new Leadership and Professional Development Program has already been underwritten by a generous donor. We're seeking to cover the rest of the program as a demonstration to students of how important leadership development is to the business community.


Funding is also needed to further develop a new Small Business Certificate, designed to provide a business background for nonbusiness majors. Additionally, we're seeking to establish a student-managed investment fund that finance students would run as part of their course work, as is typically done in many finance departments across the country. Many schools are also arranging for their students to take a commercial CPA preparation course as part of their program, and the course costs about \$1,600 per student. External funding is needed to expand our popular personal finance course on campus and further extend educational opportunities across the region. We're also seeking support for business student etiquette dinners. Finally, we need support to expand our Risk Management and Insurance Institute, given the strong demand for students in this industry.

INFRASTRUCTURE AND TECHNOLOGY

As our leadership program matures and more College of Business classes are taught emphasizing leadership, communications, interaction, and engagement, we find our classroom design needs modernizing. Our rooms were designed in the early 1980s. We want to redesign our classrooms to accommodate a more flexible and engaged instructional approach. In addition, the current computer lab was designed in the mid-1980s, and it needs to be reconfigured to reflect current student computing needs.

ANNUAL FUND GIVING

Annual fund giving falls into the category that is often the most difficult to raise, yet over and over again makes the most difference to the most people. This pool of opportunity funding is used to advance the goals of the college wherever they're needed most. We can never anticipate every contingency or opportunity that may arise. Yet, we need to be prepared.





As with any donor list of this magnitude, it is extremely difficult to ensure that there are no omissions or errors. We have made every effort to carefully check the listing of each contribution to the Accounting Society, Partners for Excellence, and Commerce Club. If for some reason a name has been omitted or incorrectly listed, please notify us so that we can correct our records. Thank you.

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We will give to the rising generation the purest inheritance of the nation and better preparation than has ever been given to a preceding generation. This school is an expression of that determination; it was built by the people, for the people, and may it ever remain with the people, as a servant of the people.

—Robert Wright, first president of East Carolina Teachers Training School



O U R R I S I N G



GENERATION

Doreen Paul, class of 2014



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